



The Eagle Eye

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM · VOL. 8, ISSUE 2

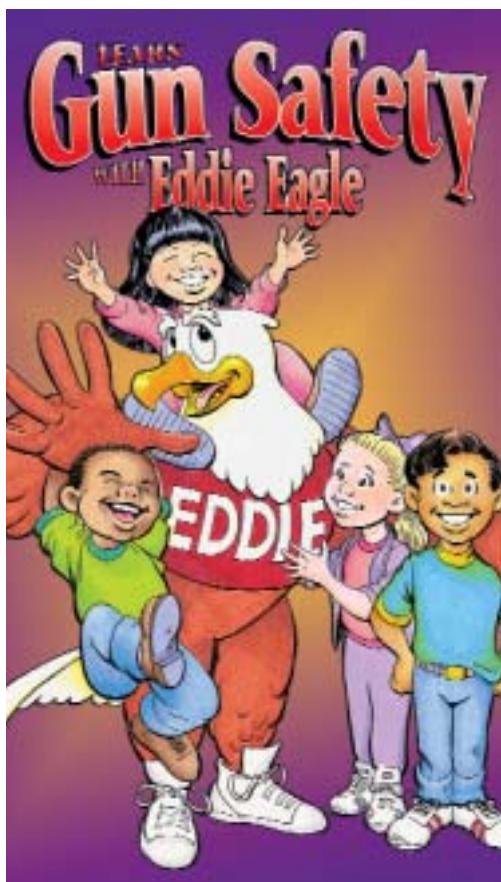
NRA Premieres New Eddie Eagle® Video

By Heidi Cifelli, Program Manager

Anyone who has ever stood in front of a classroom full of children knows the importance of visual aids. And the visual images that today's typical child is exposed to—through computers, television, movies, full-color magazines, etc.—are far more sophisticated and attention-getting than what most Eddie Eagle® volunteers saw as they were growing up.

That's one of the main reasons that NRA has produced a new, animated video to be used in the Eddie Eagle GunSafe® Program.

Many studies indicate that gun accident prevention programs are working, and NRA's Eddie Eagle® Department staff members are constantly evaluating the program's materials to ensure their continued effectiveness. The video, the workbooks, the mascot costume, and other elements all play a role in reaching a young audience with a short attention span. In 2002, the NRA Foundation



granted \$228,250 for the development of a new video, and after careful planning and production it is now available.

While the look of the video has changed, its essential message has not. The goal of Eddie Eagle® is to prevent gun accidents, and the main teaching point of the program is still: If you find a gun— **“STOP! Don't Touch. Leave the Area. Tell an Adult.”**

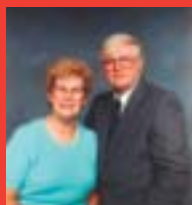
As Eddie Eagle® celebrates its fifteenth year of gun accident prevention, NRA expects the new video to enhance the efforts of the 22,000 teachers, law enforcement officers and community safety leaders who have taught the program to more than 17 million children.

Additionally, staff worked hard to keep the video the same low price. The seven-minute VHS video is still available for \$9.95 (plus shipping and handling), and may be ordered by calling 800-336-7402. Cite number EE 12540.

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Volunteer Spotlight

By Heidi Cifelli, Program Manager

The Eddie Eagle GunSafe® Program lost a dear friend and volunteer on April 22, 2003 – Mr. Grover Gourley of Hummelstown, PA. Gourley, a 78 year-old retired self-employed manufacturing engineer and WWII veteran, volunteered most of his time since 1997 ensuring that more children learned the program's lifesaving safety message. He taught the program, promoted its use, and often served as Eddie Eagle® himself. In fact, the first time I met Gourley in person was at NRA's 1998 Annual Meetings and Exhibits in Philadelphia, PA where he served as Eddie Eagle®. He donned the mascot costume during the assemblies we gave in the Philadelphia schools, as well as for the photos that were taken for three days at our exhibit booth. I remember thinking that Gourley had more energy than someone half his age.

Gourley traveled all over Pennsylvania, as well as Virginia, Delaware, Maryland, and New York to share Eddie Eagle's® message. No request was too big or too small. He was always happy to help. Many

people started referring to him as the "Eddie Eagle® Man," and we knew just whom they meant.



Eddie Eagle® Volunteer Grover Gourley, pictured with his late wife, Hope.

When Gourley's son Doug called to let us know of his passing, it didn't seem real. Gourley had become such a memorable part of the Eddie Eagle® Program. Doug told me in lieu of flowers he was going to suggest that friends and family make a donation to the Eddie Eagle® Program – the program his father loved so dearly. Since that time we have received numerous donations in his memory. As we have read the notes that accompanied each donation we were reminded just how much of a difference Gourley made in many people's lives. His friendship and support for the Eddie Eagle® Program will never be forgotten.

Editor's Note: We would like to thank the following for their generous donations in memory of Mr. Gourley: The American Legion (Department of Pennsylvania), Capitol Area Sportsman for Youth, Inc., Zora Capella, Virginia Castlaw, Florence Cox, Dennis and Shirley Daniels, Lancaster County Friends of NRA Committee, Calvin and Betty Gourley, Order of the Eastern Star (Middletown Chapter No. 332), Norma Shumaker and family (Mitch, Roger, Sid, Terri and Sandi), and Ray E. Thompson.

Why Eddie Eagle Works And How You Can Prove It Does

By John Robbins, Communications Manager

One thing that all Eddie Eagle® volunteers have in common is a commitment to child safety. Without your activism, without the time and effort you spend teaching Eddie Eagle® or getting the program into your local community, Eddie's life-saving message would never reach as many children as it has (over 17 million to date).

If you've taught the program, you no doubt have a clear idea of how well it works. You are in the best possible position to see the reaction of the children and how well they register the program's safety message. We also know the program works because we regularly receive letters from parents whose children have found a gun, and, because of what they learned in Eddie Eagle®, avoided an accident.

But there is other proof that gun accident prevention programs save lives, and anyone who teaches or advocates the use of Eddie Eagle® should know about it. Consider the following three statistics:

- Fatal firearm accidents among children have decreased 84 percent since 1975, according to the National Center for Health Statistics and the National Safety Council.
- The National Safe Kids Campaign found that fatal firearm accidents among children 14 and under dropped 72 percent between 1987 and 2000.
- The Centers for Disease Control and Prevention report that accidental firearm deaths among children ages 14 and under declined by 49 percent from 1990 to 1998.

The fact that four independent safety groups have research

asserting that gun accidents among children are declining is the best possible answer we can give to anyone who asks, "How do you know Eddie Eagle® works?" This question is often posed to NRA staff by the media, but Eddie Eagle® volunteers may also hear it from parents or school boards.

In addition, Eddie Eagle® has been honored, praised or formally endorsed by the National Safety Council, the National Sheriffs' Association, the U.S. Department of Justice, The American Legion, the Police Athletic League, the National Association of School Safety and Law Enforcement Officers, as well as the governors of 24 states who have signed resolutions recommending that the program be used in their school systems.

Critics who question the effectiveness of Eddie Eagle® are up against overwhelming statistics that prove otherwise, and experts who have evaluated the program independently and concluded that it works. The critics who sit on the sidelines and claim that gun safety programs aren't effective seem to be doing nothing constructive about preventing accidents. If they shared your commitment to child safety, they would be actively teaching gun accident prevention to children instead of questioning the effectiveness of those who do.

Ultimately, Eddie Eagle® works because of you, the volunteers who deliver the program to its intended audience. You should take pride in knowing—from a wealth of independent studies, agencies and safety groups—that your work is saving lives.

IN THE NEWS

Severe weather updates

Don't forget to stay updated with current weather information for White County by calling the Expo Info at 836-6400 ext. 1200

Tonight's High: **10**
Tonight's Low: **-5**
Expo Info weather line 836-6400 selection 1200

Floyd to be honored

A ceremony will be held in memory of Lindsay Floyd at halftime of the WCSHS girl's basketball game with Knoxville on January 24th. Floyd was tragically killed in an automobile accident while on a scouting trip in September. WCSHS will be raising her jersey and welcoming former coaches and teammates of Floyd to join her family on the court for the ceremony.

The Expositor

Sparta, Tennessee 38583

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50 Cents

Cassville youth averts tragedy, Eddie Eagle/Expositor give award



Trace and friends

L-R: Nancy Zinser, Eddie Eagle's assistant; Barry Roberts, Cassville Elementary principal; Donald Holman, Republican Party chairman; Eddie Eagle, Dana Allison, mother; Trace Pittman; Robert Keen, parent; Gerald Allison, grandfather, holding Zachary Cole Adams, cousin; Cynthia Allison, grandmother; Suzanne Dickerson, Expositor publisher; Shaun Adams, uncle; Alexandria Hopkins, cousin; and Anissa Adams, aunt.

Photo by Jarrod Conner

By Jarrod Conner
Staff Writer
jconner@hometown.net

STOP! Don't Touch. Leave the Area. Tell an Adult. Those are the four steps the Eddie Eagle Gun-safe Program teaches pre-kindergarten through sixth grade students all over America. Trace Pittman, a third grade student at Cassville Elementary, recently had to remember exactly what he was taught by Eddie Eagle when he discovered a loaded handgun in a ditch beside his home.

The Expositor was recently contacted by Anissa Adams, Pittman's aunt, about his discovery, and how the Eddie Eagle Program had possibly saved her nephew's life. The Expositor contacted local Eddie Eagle sponsors, the White County Republican Party, to discuss giving

Pittman an award for using the knowledge taught to him by the Eddie Eagle Program. The Expositor, along with Republican Party president Donald Holman, presented Pittman with a certificate.

Pittman was playing outside his Cassville home when he noticed something laying in the ditch. As he approached the ditch, he realized the object was a handgun. Instead of immediately picking up the gun and risking possible injury, Pittman yelled for his older brother, Aaron, who is in the fifth grade. "I didn't want to touch it [the handgun]," said Pittman.

The boys then ran to notify their mother, Dana Allison. Allison followed the boys outside to determine if they were correct in their assumption. Once Allison saw the handgun, she called the White County Sheriff's Department. Deputy Charles Dennis was

dispatched to the residence and safely removed the handgun. According to Allison, Dennis discovered the handgun to be loaded with one round in the chamber. Allison told The Expositor there had been a police pursuit through her neighborhood a few days before her son's discovery, and the weapon might be linked to it.

"Trace is a very curious boy. Without this training, who knows what the outcome could have been," said Allison. "He likes taking things apart just to see how they work," she noted. "I hope Trace's decision will influence other children to remember what Eddie Eagle has taught them."

The Eddie Eagle Gun-safe Program is sponsored locally by the White County Republican Party and nationally by the National Rifle Association.

FRIENDS OF NRA STATE FUND GRANTS*

Funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only.

| STATE | AMOUNT AVAILABLE |
|-----------------------|------------------|
| Alaska | \$ 1,890 |
| Arizona | \$ 4,450 |
| California (Central) | \$ 1,940 |
| California (Northern) | \$ 4,420 |
| Colorado | \$ 1,590 |
| Connecticut | \$ 850 |
| Delaware | \$ 540 |
| Florida | \$ 2,700 |
| Idaho | \$ 2,840 |
| Indiana | \$ 3,660 |
| Maryland | \$ 400 |
| Massachusetts | \$ 1,450 |
| Minnesota | \$ 950 |
| Mississippi | \$ 2,780 |
| Missouri | \$ 2,830 |
| Nebraska | \$ 700 |
| Nevada | \$ 1,900 |
| New Hampshire | \$ 670 |
| New Jersey | \$ 1,380 |
| New Mexico | \$ 1,180 |
| New York (Upstate) | \$ 2,180 |
| North Dakota | \$ 730 |
| Oklahoma | \$ 7,510 |
| Oregon | \$ 7,490 |
| Pennsylvania | \$ 7,860 |
| South Carolina | \$ 2,300 |
| South Dakota | \$ 900 |
| Texas (North) | \$ 5,900 |
| Texas (South) | \$ 8,300 |
| Texas (West) | \$ 1,330 |

| | |
|---------------|----------|
| Vermont | \$ 650 |
| Virginia | \$ 900 |
| Washington | \$ 2,600 |
| West Virginia | \$ 3,220 |
| Wyoming | \$ 580 |

Funding provides for **free** student workbooks, instructor guides, animated videos, CD-ROMs, brochures, reward stickers, posters, and temporary tattoos.

HOW TO ORDER:

- 1) Call (800) 336-7402.
- 2) Notify the sales office representative that you would like to use your state grant to order Eddie Eagle® materials.
- 3) Place your order.

REMINDERS:

PLAN AHEAD -- items should be ordered at least two weeks prior to a presentation or event.

The Eddie Eagle® staff reviews all orders before they are shipped. We reserve the right to limit the quantity of items ordered. Funding is provided on a first come, first serve basis.

*Friends of NRA is made up of dedicated volunteers who work with the NRA field representatives in their state to organize fund-raising events that support programs such as The Eddie Eagle GunSafe® Program. For more information about Friends of NRA visit: www.nrafoundation.org/friends.

As of 10/02/03

Eddie Eagle Sale Items

**Adult T-Shirt: (M,L,XL)
was \$8.00
Sale Price \$7.00**



**Back Pak:
was \$9.95
Sale Price \$8.95**

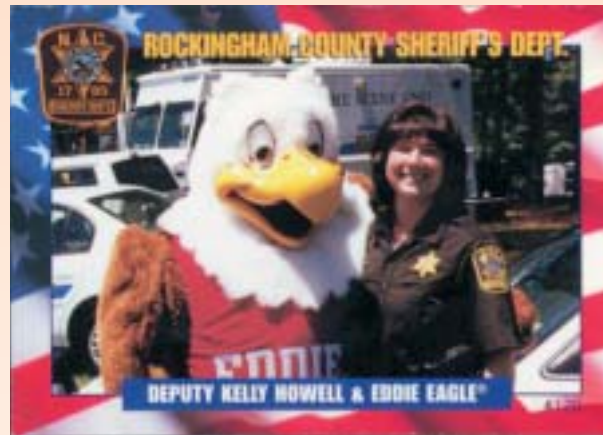
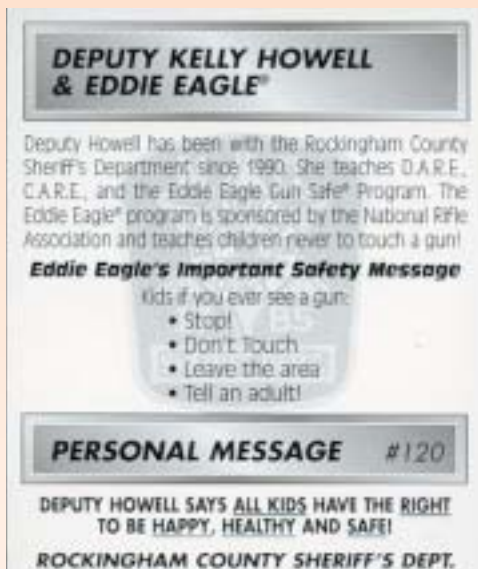


**Lunch Pak:
was \$8.95
Sale Price \$6.95**



**Call 800-336-7402
to order, or visit
the on-line store at:
<http://store.nrahq.org/nra>**

Many Law Enforcement Agencies that support and teach the Eddie Eagle GunSafe® Program have taken pride in making their very own trading card. To date several partners in safety from various law enforcement agencies have used this unique teaching aid to assist them in spreading our program's life-saving message. Do you teach the program and have an interest in creating a trading card with Eddie Eagle®? If so, please follow these instructions:



- 1) Send a detailed request on department letterhead. Please include the picture you would like to use as well as the wording on the back of the card. Once we receive this it will be reviewed by our Intellectual Property Committee for their decision.
- 2) Mail or fax it to: The Eddie Eagle GunSafe® Program, NRA, 11250 Waples Mill Rd. Fairfax, VA 22030 or fax (703) 267-3993
- 3) Please be aware that it may take two to three weeks for review and a written decision.

Partners In Safety

Wicomico County Sheriff's Office
Salisbury, MD

By Heidi Cifelli, Program Manager

My first conversation with Kevin Wallace was in May 1999. He called our office for additional ideas to promote The Eddie Eagle GunSafe® Program. Already an Eddie Eagle® volunteer, Wallace's promotional efforts had met with apathy in his hometown of Salisbury, MD.

I could tell immediately that Wallace was very dedicated in his desire to see that kids were taught The Eddie Eagle GunSafe® Program. He had already taken it upon himself to teach the safety lesson to his daughter's first-grade class. The positive reaction he received from the kids that day made him even more resolute in his determination to see the program used countywide.

Over the next year, Wallace kept me apprised of his efforts. In April 2000, he invited me and another Eddie Eagle® staff member to Salisbury to host a "Community Awareness" seminar about the need for gun accident prevention. Although the turnout was less than Wallace had hoped for, the seminar garnered some local media attention for the program. And Wallace was just getting started.

Since school personnel weren't listening, he contacted Sheriff Hunter Nelms (Wicomico County) to make his pitch. Wallace knew that law enforcement offi-

cers have successfully taught the program with great results. He invited me to be a part of that meeting. Sheriff



Eddie Eagle® volunteer Kevin Wallace and Wicomico County Sheriff Hunter Nelms, bring the Eddie Eagle® message to their local community in Salisbury, Maryland.

Nelms was very impressed with the Eddie Eagle® program, and gave it his full support. He promised to approach the superintendent of schools and offered a member of his staff as the program's instructor.

As if Wallace's schedule wasn't busy enough, he also found time to volunteer with the *Friends of NRA* committee. He worked with other local volunteers to raise money so that budget-strapped schools and law enforcement agencies in Maryland would have access to free Eddie Eagle® materials. Additionally, he approached local businesses for contributions, and held a 50/50 raffle to raise even more funds. He also promoted the

program at various safety fairs, including the Fireman's Muster and Walmart Safety Day.

In January 2003, Wallace received great news. Not only had the superintendent of schools agreed to the use of the Eddie Eagle® program, but also Sheriff Nelms offered Wallace a part-time civilian position with his department. His mission would be to teach the Eddie Eagle® program each year to all the first-graders in Wicomico County. Wallace was very excited. He decided to make a switch in vocations, and accepted the sheriff's offer. When Wallace called to let me know about his new job, I congratulated him, and commended the sheriff's dedication to child safety. Wallace's new position, with the Eddie Eagle® Program as his sole responsibility, is the only such one I've heard of. However, I hope it catches on.

Since that time, Wallace has been busier than ever before. He kicked off the inaugural school presentation in February. He even arranged to borrow an Eddie Eagle® mascot costume from the Carroll County Sheriff's Office (MD) to make the first presentation even more memorable. Additionally, he invited television and newspaper media representatives, so that all of Salisbury would become familiar with the program and its purpose. Wallace said, "With the help and support of Sheriff Nelms and the Wicomico County deputies, I've been able to reach 1,100 children since January 2003."

As Wallace gears up for a busy 2003-2004 school year, we would like to take this opportunity to thank him for all his efforts on the program's behalf. He is a wonderful example of what one person's persistence can do.

Official Publication of the National Rifle Association

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2003



stop!
Don't Touch.
Leave the Area.
Tell an Adult.

®

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**Our Back To
School Issue...**

